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# Bizmark '25

**INSIGHT IGNITION**

**STRATEGY CASE COMPETITION**

## **PROBLEM STATEMENT**

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**GIRLS' CHILD EDUCATION PROGRAM**



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## **Problem Overview:**

The Association for Progressive Society (APS) is dedicated to promoting girls' education while preserving their religious identity, values, and principles. Despite its unwavering commitment, APS faces significant challenges in increasing girls' school enrollment, particularly in rural and conservative communities.

Two primary barriers hinder progress:

1. **Cultural Perceptions:** A widespread belief persists that girls' education holds less value than boys', with many parents questioning, "What can a girl achieve through education that a boy cannot?"
2. **Safety Concerns:** Worries about girls' safety deter parents from allowing their daughters to attend school, especially in remote and underdeveloped regions.



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To address these challenges, APS has formulated a plan to establish small, community-based schools for girls in clusters of 5 to 6 villages. However, a severe lack of resources has prevented the implementation of this initiative. APS remains hopeful that individuals, organizations, and donors will step forward to support the cause.

The district where APS operates is a highly underserved area, requiring both professional expertise and financial assistance to break the cycle of educational inequality. By mobilizing external support, APS seeks to empower girls, enabling them to contribute positively to their families, communities, and the nation.



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## **Key Constraints:**

### 1. Limited Resources:

- Insufficient financial, human, and material resources hinder the establishment and scaling of girls' schools.

### 2. Parental Resistance:

- Deep-rooted cultural beliefs lead many parents to deprioritize their daughters' education.

### 3. Safety Concerns:

- Parents remain hesitant due to concerns over their daughters' safety during travel and at school.

### 4. Geographical Challenges:

- Remote locations and poor infrastructure make it difficult to build and maintain schools.

### 5. Political and Cultural Barriers:

- Traditional norms and conservative attitudes can limit community acceptance and participation.



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## **Assumptions:**

### **1. Community Engagement:**

- Effective outreach and awareness campaigns will gradually shift societal perceptions.

### **2. Future Partnerships:**

- External funding, resource mobilization, and professional support will be accessible to implement the school-building plan.

### **3. Government Support:**

- Local authorities will acknowledge the initiative's importance and assist in overcoming logistical and regulatory hurdles.

### **4. Sustained Local Demand:**

- As awareness increases, the demand for girls' education will grow, improving local acceptance and participation.

### **5. Safety Improvement:**

- Over time, enhanced security measures and community solutions will alleviate parental safety concerns.



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## **1. School Establishment & Implementation Plan:**

- Develop a detailed blueprint for setting up small, community-based schools in clusters of 5 to 6 villages.
- Include site selection criteria, infrastructure plans using locally available resources, recruitment strategies for local teachers, and an operational timeline.
- Propose a phased rollout for short-term and long-term implementation.

## **2. Community Engagement & Awareness Strategy:**

- Design campaigns to shift community perceptions about girls' education and address cultural barriers.
- Include parent workshops, success stories of educated girls, and collaborations with local leaders to gain trust.
- Suggest mediums for outreach (e.g., village meetings, local media, religious gatherings) and use community influencers for stronger impact.



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### **3. Partnership & Volunteer Mobilization Plan:**

- Develop a strategy to engage local organizations, educational institutions, and volunteer networks for support in teaching, mentorship, and school operations.
- Identify ways to leverage community members as volunteers to address staffing challenges and promote local ownership of the initiative.
- Explore collaborations with NGOs and government schemes to enhance program reach and resource availability without direct financial investments.

### **4. Safety & Accessibility Framework:**

- Create solutions to ensure girls' safety through community-based escort systems, safe transportation options, and secure school environments.
- Propose local initiatives, such as forming village safety committees and implementing school-based safety protocols.



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## INSTRUCTIONS:

- Round 1 involves submitting an executive summary.
- Teams are required to submit a two-slide analysis of the selected challenge.
- The slides should provide a brief overview of the proposed solutions addressing the given deliverables.
- The submission must be in PDF format.
- Only **two content slides are allowed** (excluding the cover and thank you pages).
- File name should follow this format: "**Team Name\_College Name\_Insign\_ExeSum**"
- Deadline for submission is **26th February 2025, EOD**.
- Teams must upload their solutions on both Unstop and the provided Google Form: [BIZMARK'25 Submission Form](#)

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# THANK YOU